

# THE AMERICAS: UNITED STATES

## **1. What is currently making news in your country when it comes to spa and wellness?**

Wellness is becoming a priority for an increasing number of Americans. Wellness and balance are not only viewed as spa, fitness or beauty goals, but also as factors contributing to overall health. This mindset is gradually moving into our public education system, but not quickly enough. Years of cuts to education budgets have led to the elimination of physical education and sports programs. Lack of education has resulted in poor health habits. The importance of physical education, as well as nutritional and healthy eating coaching, is being increasingly recognized, but only in some regions of the USA. As we bring physical movement and health education back into our schools, it will be easier to educate tomorrow's consumers, as well as our industry's newest leaders, on the true meaning of wellness. This is where we, as a collective segment of the hospitality industry, can contribute extensively at a local level.

## **2. The industry is buzzing about wellness technologies. How do you see spa and wellness establishments in your country using wellness technologies now and in the future?**

Professionally administered non-invasive wellness technologies, such as microdermabrasion and therapies using hydration machines, will continue to be in demand for spa treatments.

Self-administered technologies available in spa retail boutiques as take-home devices (light stimulation, microcurrent, deep-cleansing brushes) will remain popular, and guests will continue to enhance their spa services with their home devices.

Spas and fitness facilities can keep connected with guests and members for motivation and tailor-made fitness experiences. Amazing advances in technology via new cardio platforms like mywellness cloud by Technogym allow users to access their own programs from anywhere for tracking, monitoring and adjusting programming, with the help of staff members who have access to guest profiles.

Personal fitness and nutritional guidance devices and gadgets will continue to grow in popularity, and continue to improve in both technology and appearance.

Electric massage tables provide better use of body mechanics for staff, and greater ease in getting guests on and off the table, and the capability for treatment multi-funcationality.

Sonic relaxation chairs with music and sound capabilities that provide deep relaxation and sleep education will continue to gain interest, especially as sleep deprivation grows as a concern for many Americans.

### **3. What is happening in your country in terms of wellness tourism?**

We are seeing a greater interest in wellness in general in the U.S., although there are no industry standards that define wellness services — yet! Destination spas provide wellness services that truly benefit body, mind and spirit. Many day spas promote wellness through traditional spa treatments, such as massage, that have neither been upgraded nor updated from past therapies, but merely relabeled as “wellness” experiences. In some regions of the country, consumers know that hot springs contribute to wellness, and are seeking them out. The consumer approach to wellness is gaining momentum and its growth will continue as we further develop great new ways to be healthy and happy.

### **4. Please provide one sentence that best describes the latest developments in your country for each of these categories:**

**Hotel spas:** Hotels can no longer remain competitive without spas, so many are adding fitness and spa facilities that support their specific guest demographics/psychographics in order to increase occupancy rates, RevPar, ADR, and length of stay.

**Destination spas:** Destination spas maintain their reputation for being true wellness opportunities; however, they are only available to guests who have both the discretionary income and the time to devote to a program, so this kind of spa is now offering more shorter stay opportunities with yield-managed pricing.

**Hot springs spas:** Consumers are becoming more aware of the therapeutic benefits of hot springs, mineral springs and thermal spa facilities, and are seeking out these experiences, even when they are in out-of-the-way places.

**Wellness living communities:** Wellness living communities are available to only a small segment of the market due to their current high costs of development.

**Corporate or employee wellness programs:** Companies are beginning to seek ways to keep employees healthy by providing fitness programming, motivational contests, nutritional classes, and quality F&B offerings in their cafeterias.

## **5. Fast-forward five years and tell us what you think the spa and wellness industry in your country will look like.**

Our industry will provide better overall education about wellness for all ages, leading to an increased understanding of the concept among spa consumers. Spas will use wellness terminology only if they are truly offering wellness services. Spa management will be better trained in building, operating, and growing a true business, and in using technology. Consumers will continue to seek ways to stay healthy, including monitoring their own health with technological gadgets that will continue to improve.

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